Job No. 861 March, 1956 Place _____ Screen Interview B 11362

1. We're making a survey of cigarette smoking. Do you now ever smoke cigarettes?

Yes _____ 11–1 (Ask 2)
No _____ 2 } (SKIP TO FACTUAL)
Don't know _____ 3 }

2. What brand do you smoke most often?

	2	3	
Camel	12–1	16–1	
Cavalier	2	2	
Chesterfield (Reg.)	3	3	
Chesterfield (King)	4	4	
Du Maurier (Filter)	5	5	Skip to Instruction
Dunhill	6	6	
Encore (Filter)	7	7	
Herbert Tareyton	8	8	
Herbert Tareyton (Filter)	9	9	
Kent (Reg.) (Filter)	0	0	
Kent (King) (Filter)	X	X	
Kool (Reg.)	13–1	17–1	Ask b & c
Kool (King)	2	2	
L & M (Filter)	3	3	
Lucky Strike	4	4	
Marlboro (Filter)	5	5	Skip to Instruction
Old Gold (Reg.)	6	6	
Old Gold (King)	7	7	
Old Gold (Filter)	8	8	
Pall Mall	14–1	18–1	
Parliament (Reg.) (Filter)	2	2	Ask b & c
Parliament (King) (Filter)	3	3	
Philip Morris (Reg.)	4	4	
Philip Morris (King)	5	5	
Raleigh (Reg.)	6	6	
Raleigh (King)	7	7	Skip to Instruction
Regent	8	8	
Regent (Filter)	9	9	
Sano	0	0	
Sano (Filter)	X	X	
Spud	15–1	19–1	Ask b & c
Viceroy (Reg.) (Filter)	2	2	
Viceroy (King) (Filter)	3	3	
Vogue (Filter)	4	4	
Winston (Filter)	5	5	
Other filter	6	6	Skip to Instruction
Filter but no reg. brand	7	7	
Other non-filter	8	8	
No reg. brand	9	9	
Don't know	0	0	

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Yes _____ 20–1 (RECORD BRAND ABOVE)
No _____ 2 } (SKIP TO INSTRUCTION)
Don't know _____ 3 }

3b. Why do you like to smoke (Parliaments, Kools, Spuds) now and then?

Parliaments
21–
22–
Don't know _____ 22–Y

Kools
23–
24–
Don't know _____ 24–Y

Spuds
25–
26–
Don't know _____ 26–Y

c. Why don't you smoke them as your regular brand?

Parliaments
27–
28–
Don't know _____ 28–Y

Kools
29–
30–
Don't know _____ 30–Y

Spuds
31–
32–
Don't know _____ 32–Y

d. On the average, how many packs of (Parliaments, Kools, Spuds) do you smoke in a month?

	Parliaments	Kools	Spuds
Less than 1 pack	33–1	34–1	35–1
1 - 2 packs	2	2	2
3 - 5 packs	3	3	3
6 packs or more	4	4	4
Don't know	5	5	5

IF USUAL BRAND IS FILTER-TIP, SKIP TO:

BLUE FORM IF PARLIAMENT SMOKER.

PINK FORM IF MARLBORO SMOKER.

WHITE FORM IF OTHER FILTER SMOKER.

IF USUAL BRAND IS NOT FILTER, CONTINUE ON THIS FORM

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Source: https://www.industrydocuments.ucsf.edu/docs/hthk0000

X4a. How long have you been smoking (brand in 2)?

Less than 3 months	36–1	(Ask b)
3 mos. to less than 6 mos.	2	
6 mos. to 1 year	3	
Over 1 year	4	(Skip to 5)
Don't know	5	

b. What brand did you smoke most often before you started smoking (brand in 2)?

Camel	37–1	Pall Mall	39–1
Cavalier	2	Parliament (Reg.) (Filter)	2
Chesterfield (Reg.)	3	Parliament (King) (Filter)	3
Chesterfield (King)	4	Philip Morris (Reg.)	4
DuMaurier (Filter)	5	Philip Morris (King)	5
Dunhill	6	Raleigh (Reg.)	6
Encore (Filter)	7	Raleigh (King)	7
Herbert Tareyton	8	Regent	8
Herbert Tareyton (Filter)	9	Regent (Filter)	9
Kent (Reg.) (Filter)	0	Sano	0
Kent (King) (Filter)	X	Sano (Filter)	X
Kool (Reg.)	38–1	Spud	40–1
Kool (King)	2	Viceroy (Reg.) (Filter)	2
L & M (Filter)	3	Viceroy (King) (Filter)	3
Lucky Strike	4	Vogue (Filter)	4
Marlboro (Filter)	5	Winston (Filter)	5
Old Gold (Reg.)	6	Other filter	6
Old Gold (King)	7	Filter but no regular brand	7
Old Gold (Filter)	8	Other non-filter	8
		No reg. brand	9
		Don't know	0

X4c. Why did you switch to (brand in 4) from (brand in 2)?

41–

42–

Don't know 42–Y

X5a. Here is a list of popular brands of cigarettes. (HAND RESPONDENT GRAY CARD) As far as you know, has the blend of tobaccos in any of these brands been changed in the last 6 or 8 months? (If "yes") Which ones?

Yes:		
Camels	43–1	(Ask b)
Cavalier	2	
Chesterfield	3	
Lucky Strike	4	
Philip Morris	5	
Raleigh	6	
No, none have changed	7	(Skip to 6)
Don't know	8	

b. (ASK FOR EACH CHANGED IN X5a) Do you like the new blend better, about the same, or not as well as the old blend, or haven't you tried it?

	Better	Same	Not as well	Haven't tried	Don't know
Camels	44–1	2	3	4	5
Cavalier	45–1	2	3	4	5
Chesterfield	46–1	2	3	4	5
Lucky Strike	47–1	2	3	4	5
Philip Morris	48–1	2	3	4	5
Raleigh	49–1	2	3	4	5

X6a. As far as you have seen, has the package design of any of these brands been changed in the last 6 or 8 months? (If "yes") Which ones?

Yes:		
Camels	50–1	(Ask b)
Cavalier	2	
Chesterfield	3	
Lucky Strike	4	
Philip Morris	5	
Raleigh	6	
No, none have changed	7	(Skip to 7)
Don't know	8	

b. (ASK FOR EACH CHANGED IN X6a) Would you say you like the new package design better than the old package design, about the same as the old package design, or not as well as the old package design?

	Better	Same	Not as well	Don't know
Camels	51–1	2	3	4
Cavalier	52–1	2	3	4
Chesterfield	53–1	2	3	4
Lucky Strike	54–1	2	3	4
Philip Morris	55–1	2	3	4
Raleigh	56–1	2	3	4

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Source: https://www.industrydocuments.ucsf.edu/docs/hthk0000

X7a. Have you tried any brand in the last 6 or 8 months that you don't usually smoke? Any others?

Camel	57–1	Pall Mall	59–1
Cavalier	2	Parliament (Reg.) (Filter)	2 (Skip to 8)
Chesterfield (Reg.)	3	Parliament (King) (Filter)	3 (Skip to 8)
Chesterfield (King)	4	Philip Morris (Reg.)	4 (Ask b)
DuMaurier (Filter)	5	Philip Morris (King)	5 (Ask b)
Dunhill	6	Raleigh (Reg.)	6
Encore (Filter)	7	Raleigh (King)	7
Herbert Tareyton	8	Regent	8
Herbert Tareyton (Filter)	9	Regent (Filter)	9
Kent (Reg.) (Filter)	0	Sano	0
Kent (King) (Filter)	X	Sano (Filter)	X (Skip to 8)
Kool (Reg.)	58–1	Spud	60–1
Kool (King)	2	Viceroy (Reg.) (Filter)	2
L & M (Filter)	3	Viceroy (King) (Filter)	3 (Skip to 8)
Lucky Strike	4	Vogue (Filter)	4
Marlboro (Filter)	5	Winston (Filter)	5
Old Gold (Reg.)	6	Other filter	6
Old Gold (King)	7	Filter but no reg. brand	7
Old Gold (Filter)	8	Other non-filter	8
		No reg. brand	9
		None or don't know	0

b. We're interested in why people try different brands and how they feel about them. For example, why did you try Philip Morris?

61–

62–

c. Do you happen to remember about how long ago that was?

63–

d. Why didn't you continue to smoke Philip Morris as a regular brand?

64–

65–

e. How long did you smoke Philip Morris altogether?

Just once	66–1
2–3 days	2
4 days–1 week	3
Over 1 week–2 weeks	4
Over 2 weeks–less than month	5
Month or more	6
Don't know	7

X8a. Have you noticed any cigarette advertising recently that you particularly liked? (If "yes") For what brand?

Yes:	a. Liked	b. Disliked	c. Wanted to try
Camel	67–1	69–1	71–1
Chesterfield	2	2	2
Herbert Tareyton	3	3	3
Kent	4	4	4
L & M	5	5	5
Lucky Strike	6	6	6
Marlboro	7	7	7
Old Gold	8	8	8
Parliament	68–1	70–1	72–1
Pall Mall	2	2	2
Philip Morris	3	3	3
Viceroy	4	4	4
Winston	5	5	5
Other	6	6	6
No, haven't seen any	7	7	7
Don't know	8	8	8

b. Have you noticed any cigarette advertising recently you particularly dislike? (If "yes") For what brand? **(RECORD ABOVE)**

c. Have you noticed any cigarette advertising recently that caused you to want to try the brand? (If "yes") For what brand? **(RECORD ABOVE)**

X9. If (regular brand) came out with a filter tip (regular brand) in addition to the present non-filter (regular brand) what would your reaction be?

73–

74–

Don't know 74–Y

X10. **(IF HAS TRIED A BRAND OTHER THAN PHILIP MORRIS IN X7a)** Why hasn't Philip Morris been one of the brands you tried recently?

75–

76–

Don't know 76–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/hthk0000

IF EVER SMOKES KOOL OR SPUDS IN QUES. 2 & 3 GET NAME AND ADDRESS:

Name _____

Street _____

Town _____

Date of Interview _____

FACTUAL

Sex:

Male ____ 77–1
Female ____ 2

Age:

18-24 ____ 77–3
25-34 ____ 4
35-49 ____ 5
50 & over ____ 6

Economic level:

A ____ 77–7
B ____ 8
C ____ 9
D ____ 0

Race:

White ____ 77–X
Negro ____ Y

Occupation:

Executive and professional ____ 78–1
Small business proprietor ____ 2
White collar ____ 3
Personal service and protective ____ 4
Factory labor ____ 5
Non-factory labor ____ 6
Farm proprietor ____ 7
Farm labor ____ 8
Housewife ____ 9
Other ____ 0

Not completed:

Non-English speaking ____ 78–X
Refused due to non-interest at Question # ____ Y
(write in)

Interviewer's Initials _____

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